

**WHAT IS CLAIMED IS:**

1. A system for providing an automatic electronic communication between a user and facility comprising:

a personal wireless device including a transceiver device; and

a facility communication system resident at said facility having a sensing device for recognizing the presence of said personal wireless device transceiver when the personal wireless device is within a predetermined distance from the facility communication system whereby said facility communication system sends a communication signal to the personal wireless device when said sensing device senses the presence of said personal wireless device.

2. The system of claim 1 wherein said personal wireless device creates a system notification for notifying said user that a communication signal has been received by said personal wireless device.

3. The system of claim 1 wherein said personal wireless device is a cellular phone.

4. The system of claim 1 wherein said personal wireless device is a pager.

5. The system of claim 1 wherein said personal wireless device is a personal digital assistant.

6. The system of claim 1 wherein said facility is a commercial establishment and said predetermined distance is entrance with said commercial establishment.

7. The system of claim 6 wherein said communication signal is an e-coupon for use at said commercial establishment.

8. The system of claim 6 wherein said communication signal is an advertisement providing data regarding said commercial establishment.

9. A system for providing a targeted electronic communication between a user and commercial establishment comprising:

a personal wireless device including a transceiver device; and

a facility communication system resident at said commercial establishment having a sensing device for recognizing the presence of said personal wireless device transceiver when the personal wireless device is within a predetermined distance from the facility communication system whereby said facility communication system sends a request for information to the personal wireless device when said sensing device senses the presence of said personal wireless device and said personal wireless device sends a response data message back to said facility communication system corresponding to said request for information and said facility communication system sends targeted electronic communication to said personal wireless device corresponding to response data message.

10. The system of claim 9 wherein said personal wireless device creates a system notification for notifying said user that a targeted communication signal has been received by said personal wireless device.

11. The system of claim 9 wherein said personal wireless device is a cellular phone.

12. The system of claim 9 wherein said personal wireless device is a pager.

13. The system of claim 9 wherein said personal wireless device is a personal digital assistant.

14. The system of claim 9 wherein said predetermined distance is entrance with said commercial establishment.

15. The system of claim 9 wherein said targeted communication signal is an e-coupon corresponding to the response data message for use at said commercial establishment.

16. The system of claim 9 wherein said targeted communication signal is an advertisement providing data corresponding to said response data message related to a product found at said commercial establishment.

17. A method for providing an electronic communication between a user having a personal wireless device and a facility communication system comprising the steps of:

providing the personal wireless device with a transceiver device;

recognizing the presence of the personal wireless device transceiver when the personal wireless device is within a predetermined distance from the facility communication system; and

sending a communication signal to the personal wireless device.

18. A method for a facility communication system to provide a targeted electronic communication to a user having a personal wireless device comprising the steps of:

storing user specific information in a storage location;

providing the personal wireless device with a transceiver device;

recognizing the presence of the personal wireless device transceiver when the personal wireless device is within a predetermined distance from the facility communication system;

sending a request for user specific information from the facility communication system to the personal wireless device;

retrieving the user specific information;

sending the user specific information from the personal wireless device to the facility communication system;

comparing the user specific information to predetermined criteria; and

sending a targeted electronic communication to said personal wireless device corresponding to the user specific information.

19. The method of claim 18 further including the step of notifying said user that a targeted electronic communication has been received by said personal wireless device.

20. The method of claim 18 wherein said step of storing user specific information in a storage location comprises storing the user specific information within said personal wireless device.

21. The method of claim 18 wherein said step of storing user specific information in a storage location comprises storing the user specific information at a remote storage location which is accessible by the personal wireless device.

22. The method of claim 21 wherein the step of retrieving the user specific information comprises retrieving the user specific information from said remote storage location.

23. The method of claim 18 wherein said personal wireless device is a cellular phone.

24. The method of claim 18 wherein said personal wireless device is a pager.

25. The method of claim 18 wherein said personal wireless device is a personal digital assistant.

26. The method of claim 18 wherein the step of recognizing the presence of the personal wireless device transceiver when the personal wireless device is within a predetermined distance from the facility communication system comprises recognizing the presence of the personal wireless device when the user enters a facility where the facility communication system is located.

27. The method of claim 18 wherein said facility communication system is located in a commercial establishment and said targeted communication signal is an e-coupon corresponding to the user specific information for use at said commercial establishment.

28. The method of claim 18 wherein said facility communication system is located in a commercial establishment and said targeted communication signal and said targeted communication signal is an advertisement providing data corresponding to said response data message related to a product found at said commercial establishment.

29. A method for obtaining information from a user having a personal wireless device, the method comprising the steps of:

providing a facility communication;

providing the personal wireless device with a transceiver device and a means for accessing user specific information;

recognizing the presence of the personal wireless device transceiver when the personal wireless device is within a predetermined distance from the facility communication system;

sending a request for user specific information from the facility communication system to the personal wireless device; and

retrieving the user specific information.

30. The method of claim 29 wherein said means for accessing user specific information is accessing the personal wireless device system and retrieving previously stored user specific information.

31. The method of claim 29 wherein said means for accessing user specific information is accessing by the personal wireless device a remote storage location having user specific information.

32. The method of claim 29 wherein said means for accessing user specific information is accessing a publicly available remote storage location having user specific information.

33. The method of claim 29 wherein said personal wireless device is a cellular phone

34. The method of claim 29 wherein said personal wireless device is a pager.

35. The method of claim 29 wherein said personal wireless device is a personal digital assistant.

36. The method of claim 29 wherein the step of recognizing the presence of the personal wireless device transceiver when the personal wireless device is within a predetermined distance from the facility communication system comprises recognizing the presence of the personal wireless device when the user enters a facility where the facility communication system is located.

37. The method of claim 29 wherein said facility communication system is located in a commercial establishment and said user specific information is demographic information.